



CITY OF FRISCO PURCHASING DIVISION

August 23, 2011

Addendum #1

Questions and Answers

Bid # 1108-062

RFP for Tourism Economic Impact and Tourism Product Development Recommendations

1. Has a fee budget been established for this assignment, and if so what is the amount?
We do not provide the fee; the proposer shall provide their best estimate on completing the project.

2. What was the fee for the 2008 visitor study?
\$85,000

3. Will the low bid for qualified firms be used to select the winning bid; or, will the most advantageous proposal be selected?

The proposals will be evaluated as spelled out in the RFP:

Selection Process/Criteria

Proposals will be evaluated by members of the Frisco CVB staff, the Frisco CVB Board of Directors, and ultimately through the City of Frisco for final approval. The following criteria will be used in the evaluation, listed in order of importance:

- 1. Prior experience or knowledge of respondent concerning the particular field. The breadth and depth of the firm's experience in conducting similar market research and evaluation programs, as well as the customer satisfaction resulting from these programs.*
- 2. Qualifications of the team, with respect to both firms and individuals assigned to work on this program, including documented performance in similar projects.*
- 3. The quality and clarity of the proposal, which will be considered a reflection of the team's ability to communicate its findings and conclusions to members of the public and fellow professionals.*
- 4. The cost-effectiveness of the proposal and the ability of the respondent to focus the research in a way that will maximize the funds allocated for this program. While pricing may not be a primary means of evaluating proposals received, as a city agency funded by taxpayer dollars, the CVB must consider pricing as a key aspect of any proposals considered.*
- 5. The ability of the firm to provide a detailed explanation of how the benchmark study will be included or incorporated into the new findings.*

4. Is there a desired timeline to complete the assignment?
Sept 2012

5. Has a targeted start date been set?
Spring 2012

Vendors who may have already submitted a response and feel this addendum may change their proposal, may pick up their bid, and return it by the closing date. If picking up the bid is not feasible, any new bid submitted by your firm will supersede one previously submitted.

Acknowledge receipt of this addendum by initialing in the appropriate space on the bid document.

Sincerely,

Tom Johnston CPPO, C.P.M.

Director of Administrative Services

City of Frisco